

IN THE CLAIMS:

Claim 12 has been cancelled. Claim 24 has been added. Claims 9, 10, 11, 13, 14, 16, 17, 20, and 22 have been amended, as follows.

Claims 1 - 8 (cancelled).

9. (currently amended) A computer-readable medium encoded with a program for enabling adaptive product recommendations based on multiple-scale ratings, said program, which when executed, cause a computer to:

display a plurality of rating scales for a product;

receive a first post-use rating for a product on a first scale of the plurality of rating scales, the first post-use rating corresponding to a first property of content of the product;

receive a second post-use rating for the product on a second scale of the plurality of rating scales, the second post-use rating corresponding to a second property of content of the product;

~~acquire post-use multiple-scale ratings from at least one user, said post-use multiple-scale ratings corresponding to at least one product, the one product also being rated by multiple-scale product ratings, each of said post-use multiple-scale ratings and each of said multiple-scale product ratings comprising a plurality of rating scores with respect to a plurality of corresponding rating scales, wherein each of the multiple-scale ratings corresponds to a rating of a property of content of the at least one product;~~

~~analyze said post-use multiple-scale ratings~~ said first post-use rating and said second post-use rating; and

enable adaptive product recommendations for the product based on the analysis

of said ~~multiple scale ratings~~ first post-use rating on said first scale and said second post-use rating on said second scale.

10. (currently amended) The computer-readable medium according to claim 9, wherein said enabling includes ~~at least one of:~~

~~updating said multiple scale product ratings using a new multiple scale rating generated~~ an overall rating of said first scale utilizing the first post-use rating and updating an overall rating of said second scale utilizing the second post-use rating based on the analysis resulted from said analyzing; and

~~generating at least one multiple scale personalized filter to filter said multiple scale product ratings on an individual basis; and~~

~~identifying zero or more of said rating scales that correlate with dissatisfaction of said users to adjust the importance of each of said rating scales in said multiple scale product ratings.~~

11. (currently amended) A computer-readable medium encoded with a program for adjusting a multiple-scale product rating ~~based on post use multiple scale ratings,~~ said program, which when executed, causes a computer to:

~~obtain a multiple scale rating of a product, said multiple scale product rating being a plurality of rating scores corresponding to said rating scales, wherein each of the multiple scale ratings corresponds to a rating of a property of content of the at least one product~~ first post-use rating for a product on a first scale of a plurality of rating scales;

obtain a second post-use rating for the product on a second scale of the plurality of rating scales, both of the first and second post-use ratings being from one user;

~~acquire post-use multiple scale ratings of said product, said post-use multiple scale ratings being a plurality of rating scores corresponding to the plurality of rating scales; and~~

~~adjust multiple scale product rating based on post-use multiple scale ratings an overall rating of the first scale based on the first post-use rating and adjust an overall rating of the second scale based on the second post-use rating.~~

Claim 12 (cancelled).

13. (currently amended) A computer-readable medium encoded with a program for making product recommendations utilizing multiple rating scales, said program, which when executed, causes a computer to:

~~obtain a plurality of pre-use multiple scale selection specifications from a user a desired first pre-use rating on a first rating scale for a product from a user and obtain a second desired pre-use rating on a second rating scale for the product from the user,~~  
~~each of said pre-use multi-scale selection specifications desired first pre-use rating and said second pre-use rating being a rating score corresponding to a rating scale, wherein~~  
~~each of the multiple scale selection specifications corresponds corresponding to a rating of a first property and a second property of content of the ~~at least one~~ product;~~

~~obtain a recommendation for [[a]] the product based on a proximity of said desired first pre-use rating and said desired second pre-use rating to stored ratings on the first rating scale and the second rating scale for the product ~~plurality of pre-use multiple scale selection specifications to the multiple scale product ratings;~~~~

~~receive input to select the recommended product from the user; and~~

~~acquire post-use multiple scale ratings~~ a first post-use rating on the first rating scale and a second post-use rating on the second rating scale for said product from the user after the product has been selected, ~~said post-use multiple scale ratings corresponding to the product; [[and]]~~

~~generate pre-/post-use discrepancies for the multiple rating scales by determining the difference between the pre-use multiple scale selection specifications and the post-use multiple scale product ratings for said product input by the user.~~

14. (currently amended) The computer-readable medium of claim [[13]] 24, said program including instructions, which when executed, cause a computer to:

create a ~~multiple scale~~ personalized filter for each of the first rating scale and the second rating scale for said user based on said first pre/post-use discrepanc[[ies]] y and second pre/post-use discrepancy.

Claim 15 (cancelled).

16. (currently amended) The computer-readable medium of claim [[14]] 24, said program, which when executed causes the computer to:

acquire post-use satisfaction ratings of said product from said user of said product;

~~determine a difference between said pre-use multiple scale selection specifications and corresponding said post-use multiple scale ratings to generate pre-/post-use discrepancies for the plurality of rating scales; and~~

correlate the post-use satisfaction ratings with the first pre/post-use discrepancies discrepancy for the first rating scale and the second pre/post-use discrepancy for the second rating scale ~~for the plurality of rating scales~~ to identify which

of the pre/post-use discrepancies substantially correlate with low values of said post-use satisfaction ratings.

17. (currently amended) A system for adaptively making product recommendations based on multiple-scale product ratings, said system comprising:

an acquisition unit for acquiring a first pre-use selection specification and a second pre-use selection specification from a user, ~~each of said pre-use selection specifications specifying a first desired product rating and a second desired product rating, respectively, and being a plurality of scores corresponding to a plurality of rating scales, each of the rating scales rating a property of each of a plurality of products;~~

a product rating storage mechanism for storing ~~multiple-scale product ratings a plurality of product rating scales for a plurality of products including a first rating scale and a second rating scale for each of the products for the plurality of products, each of said multiple-scale product ratings corresponding to one of said products;~~

a product recommendation unit for making a product recommendation and selection based on a ~~comparison~~ closeness of said first pre-use selection specification and said second pre-use selection specification and said ~~multiple-scale product ratings~~ said first rating scale and said second rating scale, respectively;

an acquisition unit for acquiring a first post-use rating and a second post-use rating ~~post-use multiple-scale ratings~~ for ~~[[a]] the product selected from the product recommendations, said post-use multiple-scale product ratings comprising a plurality of rating scores corresponding to said product rating scales;~~ and

~~a personalized filter generator to create a personalized filter for the user based on pre-/post-user discrepancies which are the differences calculated between said pre-use selection specifications and said post-use multiple-scale product ratings.~~

Claims 18 and 19 (cancelled).

20. (currently amended) The system according to claim 17, further including generating a first pre/post-use discrepancy for the first rating scale by determining a difference between the first desired product rating with the first post-use rating, generating a second pre/post-use discrepancy for the second rating scale by determining a difference between the second desired pre-use selection specification and the second post-use rating, wherein said calibration unit includes a correlation unit, the correlation unit collecting a post-use overall rating for the product, and analyzing the pre-/post-use discrepancies to identify which of the rating scales correlate to the post-use overall rating for the product.

21. (previously presented) The system according to claim 20, further including building an adjustment filter based on the identified rating scales which correlate to the post-use overall rating for the product.

22. (currently amended) The system according to claim 21, wherein the adjustment filter includes weighting the ~~identified~~ first rating scale[[s]] and the second rating scale ~~to update the multiple-scale product ratings.~~

23. (previously presented) The system according to claim 21, wherein the adjustment filter is incorporated into the product recommendation unit to filter the pre-use selection specifications.

24. (new) The computer-readable medium of claim 13, said program including instructions, which when executed, cause a computer to:

generate a first pre-/post-use discrepancy for the first rating scale by determining a difference between the desired first pre-use rating with the first post-use rating; and

generate a second pre-/post-use discrepancy for the second rating scale by determining a difference between the desired second pre-use rating and the second post-use rating.